

(x) The periodical has current applicability and is consonant with existing law and DoD policies.

(2) All personnel responsible for publishing DoD periodicals shall comply with the provisions of the current edition of the Government Printing and Binding Regulations¹ and OMB Circular No. A-3.²

(3) DoD periodicals shall not carry partisan political campaign articles, editorials, or advertisement.

(4) No appropriated or non-appropriated funds may be used to defray publishing costs of a non-DoD periodical published by a private firm, corporation, individual, or organization.

(5) DoD personnel may not be assigned to serve on the editorial, production, or business staffs of a non-DoD periodical that is published by a private firm, corporation, individual, or organization.

(6) Editors of DoD periodicals will conform to applicable regulations, laws involving libel and copyright, and postal regulations.

(7) Dissemination of DoD statistical information in any periodical shall comply with the provisions of DoD Directive 5000.20.³

(b) *Elimination of duplication.* (1) To eliminate duplication, periodicals dealing with common subject areas shall be published along DoD-wide functional lines, rather than individual Component lines.

(2) No DoD Component shall be required to contribute to a consolidated common-use periodical more of its resources than it expends in publishing a related single-Component periodical.

¹ Copies available from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

² Copies available from the Office of Management and Budget (Publications) New Executive Office building, 726 Jackson Place NW., Washington, DC 20503.

³ Filed as part of original. Copies may be obtained, if needed, from the U.S. Naval Publications and Forms Center, 5801 Tabor Avenue, Philadelphia, Pa. 19120. Attention: Code 301.

§248.5 Authorities and responsibilities.

(a) *The Assistant Secretary of Defense (Public Affairs)* shall:

(1) Establish, and ensure compliance with, supplemental policies, standards, and controls governing the publication of DoD periodicals.

(2) Evaluate the effectiveness of DoD Component policies, standards, and controls that relate to DoD periodicals, and effect such changes as may be warranted.

(3) Institute programs, in conjunction with the DoD Components, for the purpose of increasing the proficiency of editorial personnel in editorial writing, periodical production, management, and cost effectiveness.

(4) Establish a research resource to:

(i) Provide professional guidance to DoD Components in the conduct of mass communications research.

(ii) Evaluate completed research.

(iii) Coordinate periodical research within the DoD Components.

(5) In coordination with the DoD Components concerned, examine the apparent duplication of periodicals and direct the elimination of those found to be duplicative or of marginal value. (See §248.4(b).)

(b) *The Head of each DoD Component* shall designate an office to monitor the Component's internal periodicals, and:

(1) Conduct a coordinated review of its standards for publication, distribution, evaluation, review and approval;

(2) Maintain a current inventory of its periodicals; and

(3) Submit such reports as may be required by the ASD(PA).

§248.6 Funding.

DoD periodicals will be financed within available appropriated or non-appropriated funds and will be produced as economically as possible, consistent with the need for efficient communication (See DoD Instruction 7041.3.⁴) Funding will be in accordance with established management practices of the DoD Component concerned.

⁴See footnote 1 to §248.4(a)(2).